

## 2. Seeking innovative solutions

- arranging and conducting a training focused on advancing creative and imaginative thinking,
- employing inventive methods to design innovative solutions – selecting a method appropriate for a company's specific problem,
- introducing a multi-degree programme for the development of creativity in a company – implementing methods of creative problem solving.

Seeking and developing innovative solutions make an extensive field of knowledge not only about the dynamics of a creative process, but also about practical techniques or tools used to boost creative thinking in business. The aim of the training session package combined with the consulting services it offers to a company is to create a climate which promotes creativity and a system method to unearth employees' undiscovered reserves of ideas and solutions. The participants of the training will also learn how to find and eliminate barriers which impede creative thinking. They will also find out how to use a computer programme to enhance creative development. This programme relies on repeated case studies of real problems various companies are faced with on a day-to-day basis.